

PRiMHE

Programme in the Methods of Health Economics

“Relative effectiveness and the impact on drug development”

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Summary: Patients and those paying for healthcare increasingly want evidence of the additional benefit one treatment offers as compared with another in routine clinical use – termed relative effectiveness in the European Union (EU) and comparative effectiveness in the USA.

A recent study conducted by OHE in collaboration with researchers at the Center for Medical Technology Policy (CMTP) in Baltimore explored the key factors influencing the future environment for generating and using relative effectiveness evidence in the EU and the USA.

The current lecture will present the results of this study and discuss the implications for a new paradigm for drug development by the pharmaceutical industry.

For further information and registration (free) please contact:

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